



GREENLIGHT PRESENTATION

MARCH 16, 2009

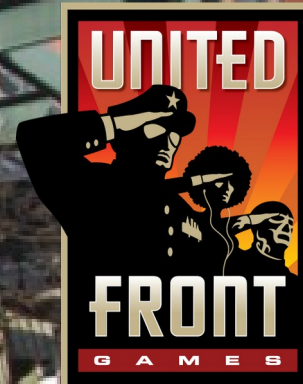


TITLE SUMMARY

| | |
|----------------------------|---|
| PLATFORM: | PlayStation 3 |
| DISTRIBUTION: | Blu-Ray |
| STUDIO / DEVELOPER: | San Diego Studios / United Front Games, LTD |
| GENRE: | Arcade Racing |
| TARGET RATING: | E |
| ALPHA: | June 26, 2009 |
| BETA: | August 21, 2009 |
| MASTER: | November 23, 2009 |
| PLAYSTATION STORE DEMO: | January 28, 2010 |
| NP FUNCTIONALITY: | May include: NP Login / Add-ons / In Game Commerce / System Commerce / Lobby (Matching) / Ranking Board / Replay data Upload / Supports friend list / Supports chat |
| KEY CONTACT: | |



TEAM HERITAGE



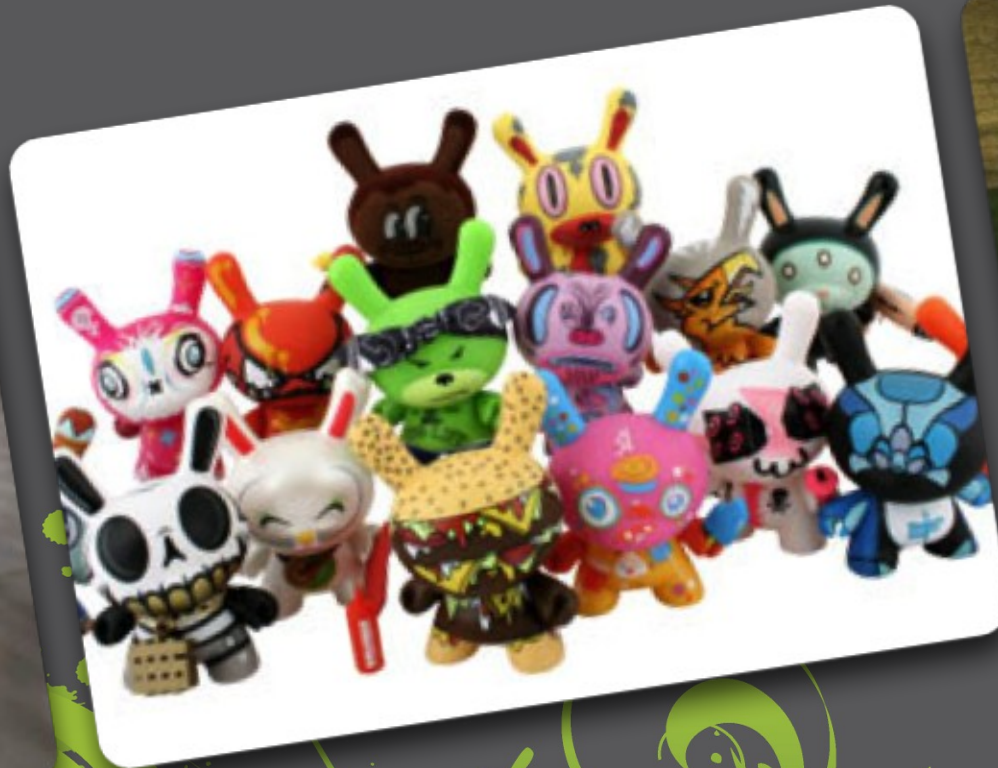
In 2007, United Front Games reunited of the industry's most successful racing game dev teams



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FORMULA

What do you get when you put classic arcade racing and designer toy culture in a huge online community?



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HIGH CONCEPT

ModNation Racing is the kart racing game that Mario Kart fans want and PS3 owners need.

It combines accessible arcade action with

deep customization and online features, setting new standards in the racing genre.



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CORE EXPERIENCE

Three main game design pillars define the *ModNation Racing* experience

RACE
IT

Preserve the kernel of a classic formula and improve it

MOD
IT

Empower the masses to make whatever they want

SHARE
IT

Build a community that's easy to get into and impossible to escape



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VIDEO



PLAYSTATION. 3

race it



ARCADE RACING REIMAGINED:

CLASSIC KART ACTION

LAP
4/10



Familiar basic controls and mechanics remove
barriers to entry




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ARCADE RACING REIMAGINED:

LEVEL-UP WEAPON SYSTEM



Randomly selected weapons let you upgrade them
before you fire



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ARCADE RACING REIMAGINED:

SPECIAL KART ABILITIES



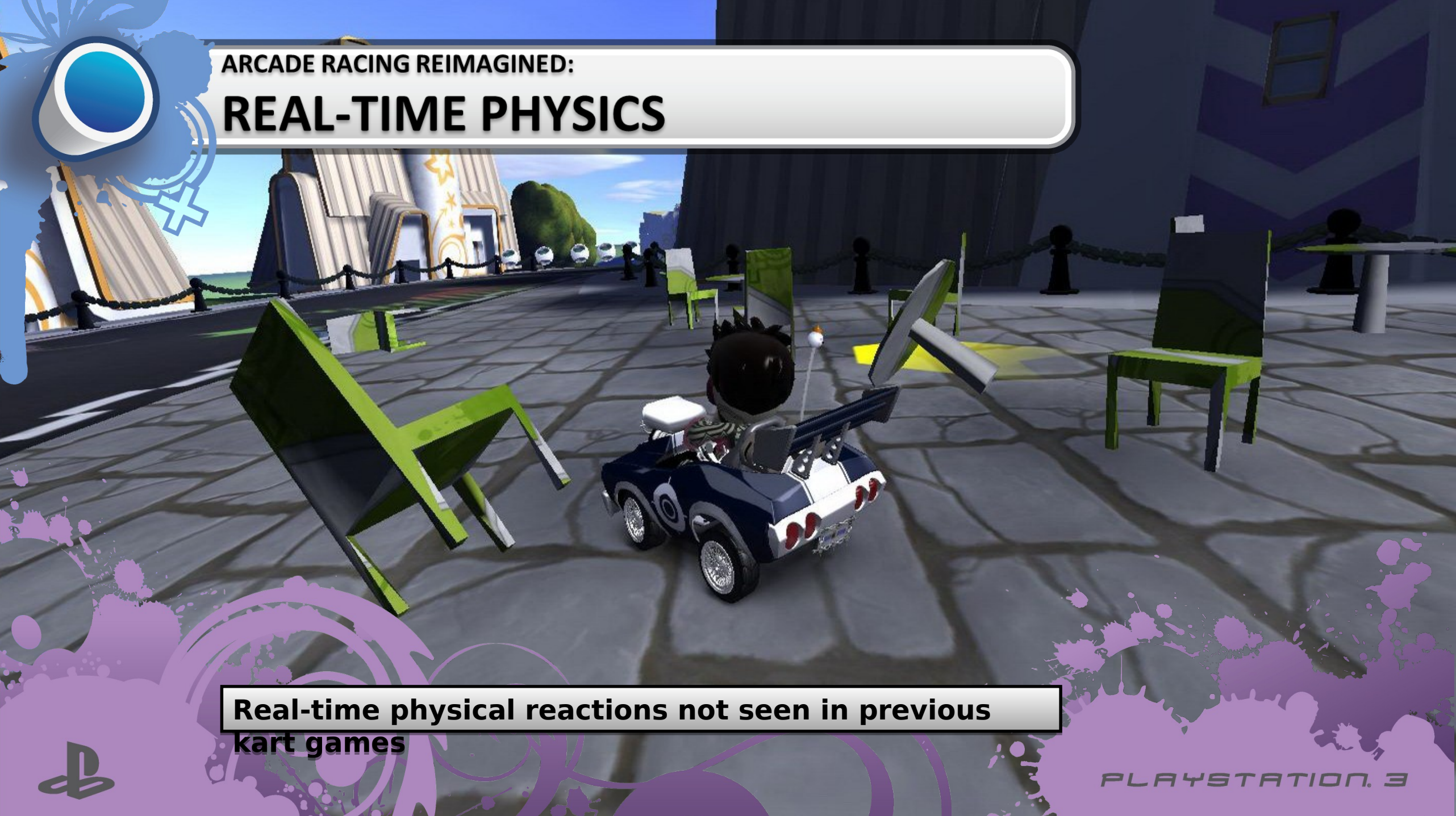
Melee abilities let you attack and defend even
without weapons



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ARCADE RACING REIMAGINED:
REAL-TIME PHYSICS



**Real-time physical reactions not seen in previous
kart games**




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ARCADE RACING REIMAGINED:

INTERACTIVE ENVIRONMENT



Interact with dynamic obstacles in addition to reacting to them

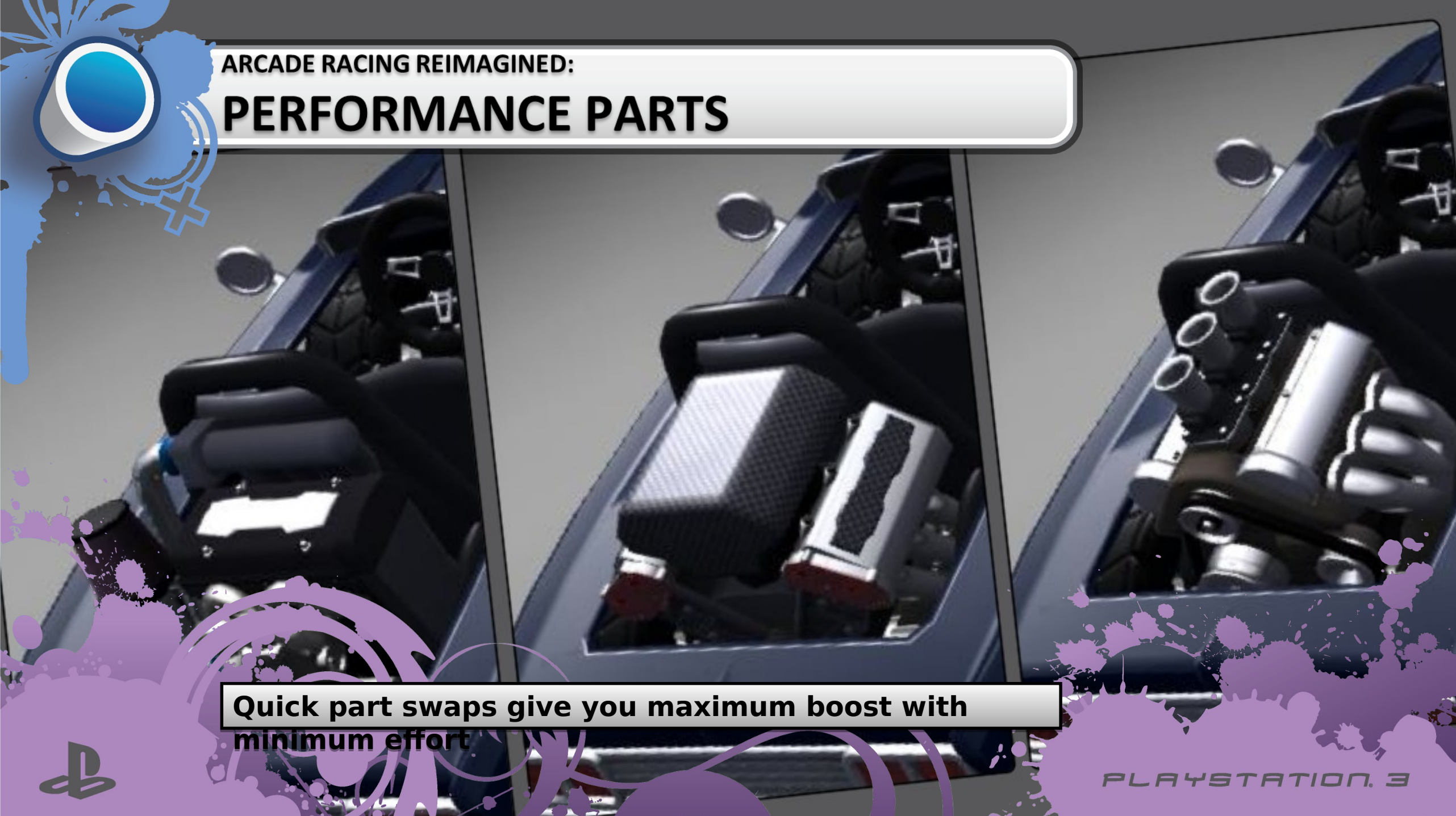


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ARCADE RACING REIMAGINED:

PERFORMANCE PARTS



Quick part swaps give you maximum boost with minimum effort



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ARCADE RACING REIMAGINED:

CAREER MODE



Reporting Live From Airfield:

Ascend the ranks in four TV show seasons set in exotic locations



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ARCADE RACING REIMAGINED:

CAREER MODE



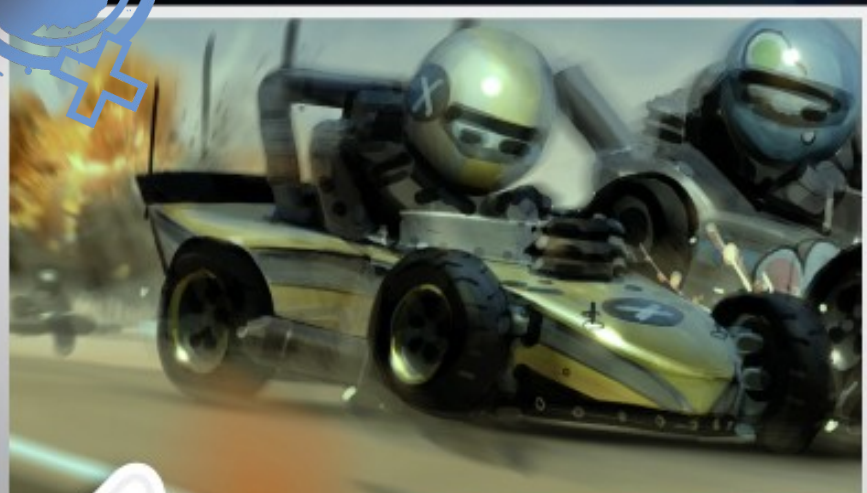
Take on a varied cast of charismatic rivals that have signature moves



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ARCADE RACING REIMAGINED:

CAREER MODE



CRASH

**Fast-paced TV-style presentation motivates you for
your next race**



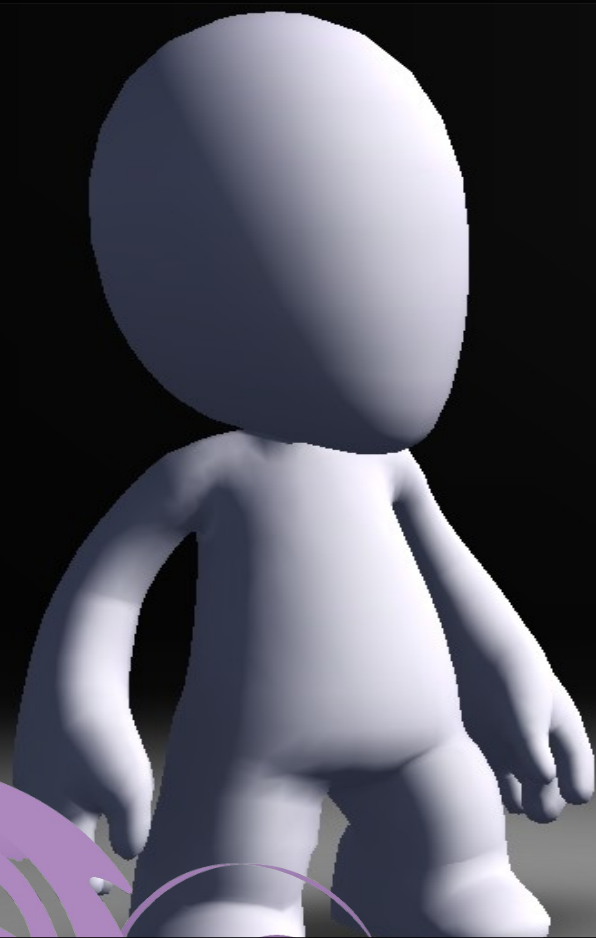
PLAYSTATION. 3

mod it



ENDLESSLY IMAGINATIVE UNIVERSE:

CHARACTER CREATION



Start with an existing character or start from scratch



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ENDLESSLY IMAGINATIVE UNIVERSE:

CHARACTER CREATION



Character

Edit Character

Load Preset

Load Character

Save Character

○ Back

✕ Accept

Add, position, scale, and rotate facial features



PLAYSTATION. 3

ENDLESSLY IMAGINATIVE UNIVERSE:

CHARACTER CREATION



Character Studio

- Edit Character
- Load Preset
- Load Character
- Save Character

 Back

 Accept

Add clothing, props, and accessories




PLAYSTATION. 3


ENDLESSLY IMAGINATIVE UNIVERSE: CHARACTER CREATION



Character Studio

- Edit Character
- Load Preset
- Load Character
- Save Character

 Back

 Accept

Edit colors, skins, and stickers to make your
character truly unique



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ENDLESSLY IMAGINATIVE UNIVERSE:

CHARACTER VARIETY



Edit Character

Load Preset

Load Character

Save Character

 Back

 Accept



PLAYSTATION. 3

ENDLESSLY IMAGINATIVE UNIVERSE: **CHARACTER VARIETY**



Edit Character
Load Preset
Load Character
Save Character

 Back

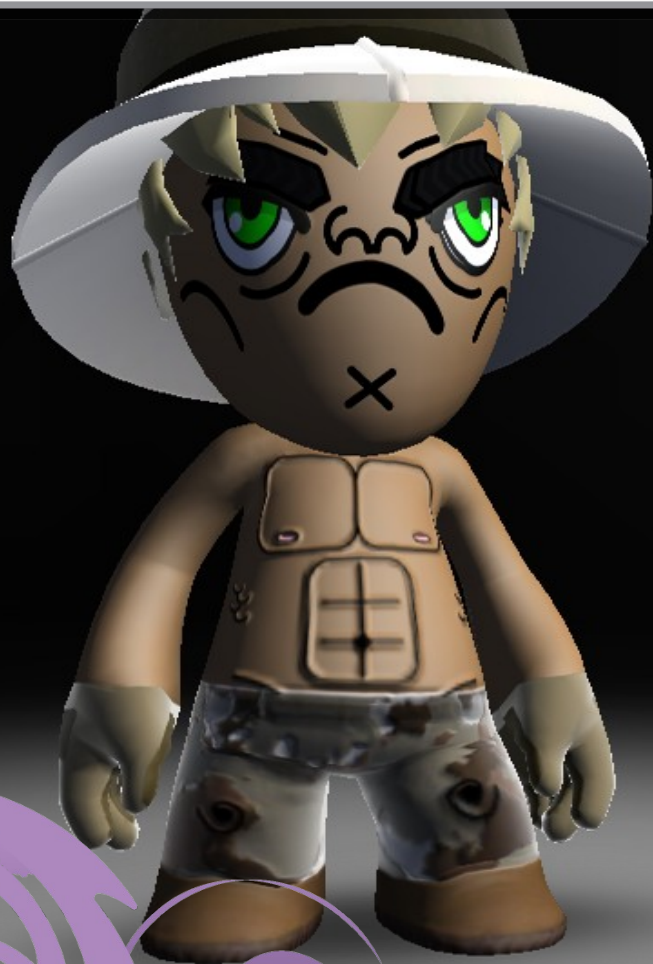
 Accept



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ENDLESSLY IMAGINATIVE UNIVERSE:

CHARACTER VARIETY



Edit Character

Load Preset

Load Character

Save Character



Back



Accept



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ENDLESSLY IMAGINATIVE UNIVERSE:

CHARACTER VARIETY

Character Studio

Character

Edit Character

Load Preset

Load Character

Save Character

 Back

 Accept



PLAYSTATION. 3

ENDLESSLY IMAGINATIVE UNIVERSE:

CHARACTER VARIETY



Character Studio

Character

Edit Character

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○ Back

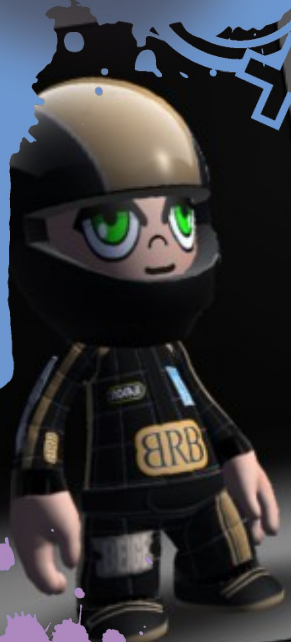
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ENDLESSLY IMAGINATIVE UNIVERSE:
CHARACTER VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:

KART CREATION



Start with an existing kart or start from scratch



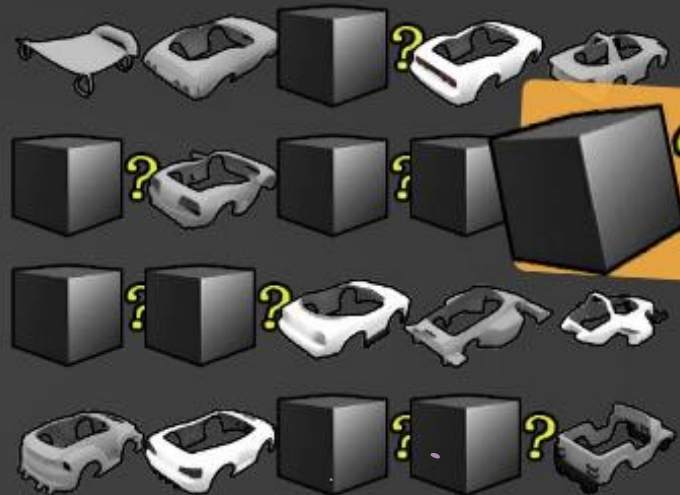
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ENDLESSLY IMAGINATIVE UNIVERSE:

KART CREATION



Catagory 1



↑ 10
34
↓

Catagory 2

× Accept

Change C

Choose from a wide variety of racing, off-road, and wacky parts



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ENDLESSLY IMAGINATIVE UNIVERSE:

KART CREATION



Catagory 1



↑ 8
23
↓

Catagory 2

× Accept ×

Some part upgrades give your kart unique abilities

engine

Warp Drive

R2



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ENDLESSLY IMAGINATIVE UNIVERSE:

KART CREATION



Top off your kart with custom paint jobs, stickers, and accessories



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ENDLESSLY IMAGINATIVE UNIVERSE:

KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:

KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:

KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:

KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:

KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:

KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:

KART VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:

TRACK CREATION



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Create a new track in seconds just by driving it



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ENDLESSLY IMAGINATIVE UNIVERSE:

TRACK CREATION



Normal driving controls make track creation
intuitive and fun

Show/Hide

PLAYSTATION. 3

ENDLESSLY IMAGINATIVE UNIVERSE:

TRACK CREATION



Adjust elevation on-the-fly to make hills and bridges



PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



AutoComplete feature finishes off your track so you don't have to

PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE:

TRACK CREATION



A completely playable track made in mere seconds



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ENDLESSLY IMAGINATIVE UNIVERSE:

TRACK CREATION



Back



Perfect your drive with a full set of track tools



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION

Precisely adjust track banking



PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Play with elevation to create hills and valleys



PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE:

TRACK CREATION

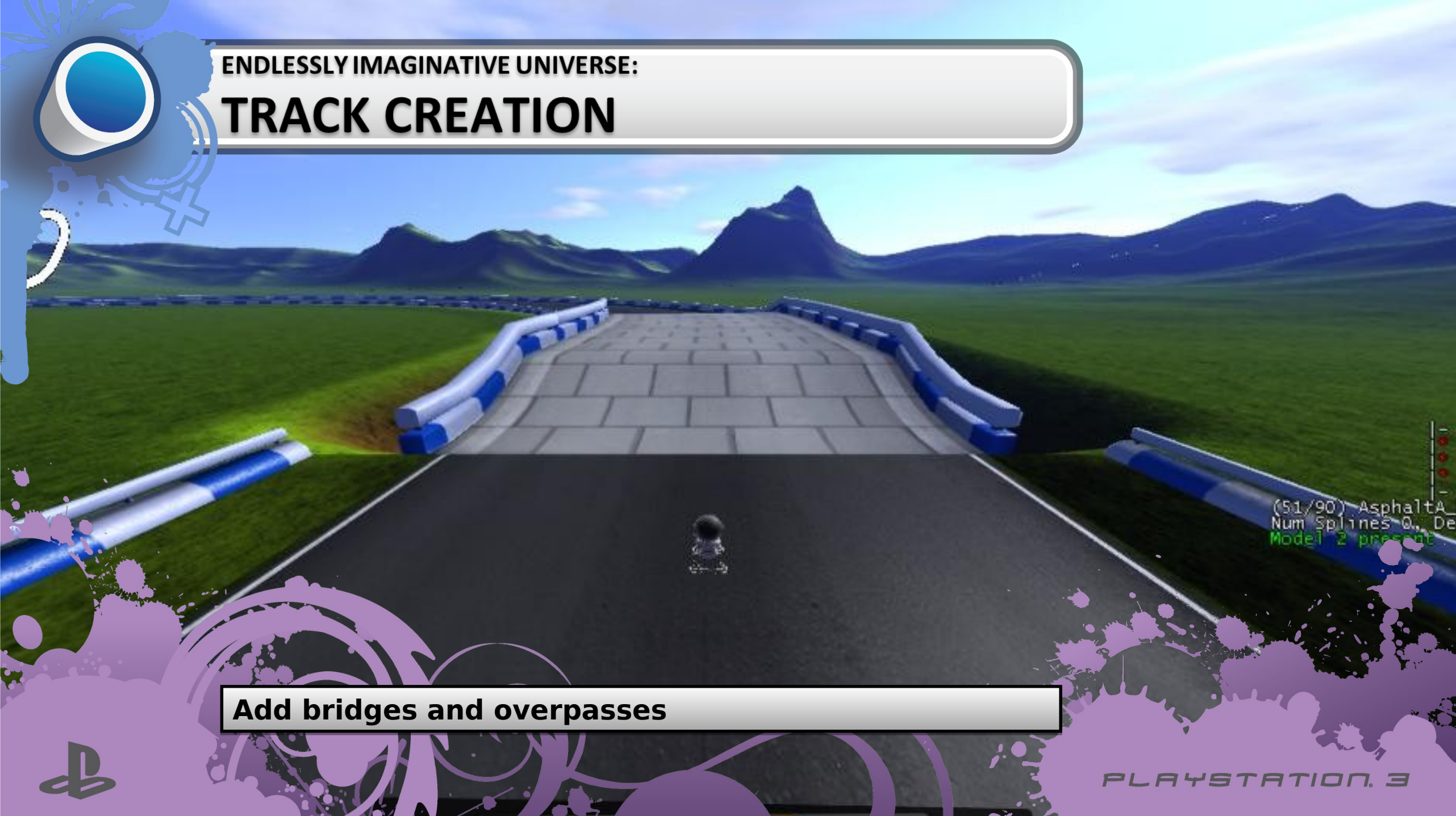
Make the track narrow or wide wherever you want
to



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



(51/90) AsphaltA
Num Splines 0, De
Model 2 present

Add bridges and overpasses



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Item Select

Farmland2CircuitB

Category 1



Choose from a variety of jump ramps and boost pads



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Add scenery using Prop Tools



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION

Item Select

ROP_TreeCoco01_Chunk

Category 6

Add a tree wherever you want



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ENDLESSLY IMAGINATIVE UNIVERSE:

TRACK CREATION



Add many trees to make a forest



PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE: **TRACK CREATION**



Precisely place buildings to make a whole town



PLAYSTATION. 3

ENDLESSLY IMAGINATIVE UNIVERSE:

TRACK CREATION



Back 

Add alternate routes to your track



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Mark your in and out points, then drive your
alternate route.



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ENDLESSLY IMAGINATIVE UNIVERSE:

TRACK CREATION



Creating shortcuts has never been easier



PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



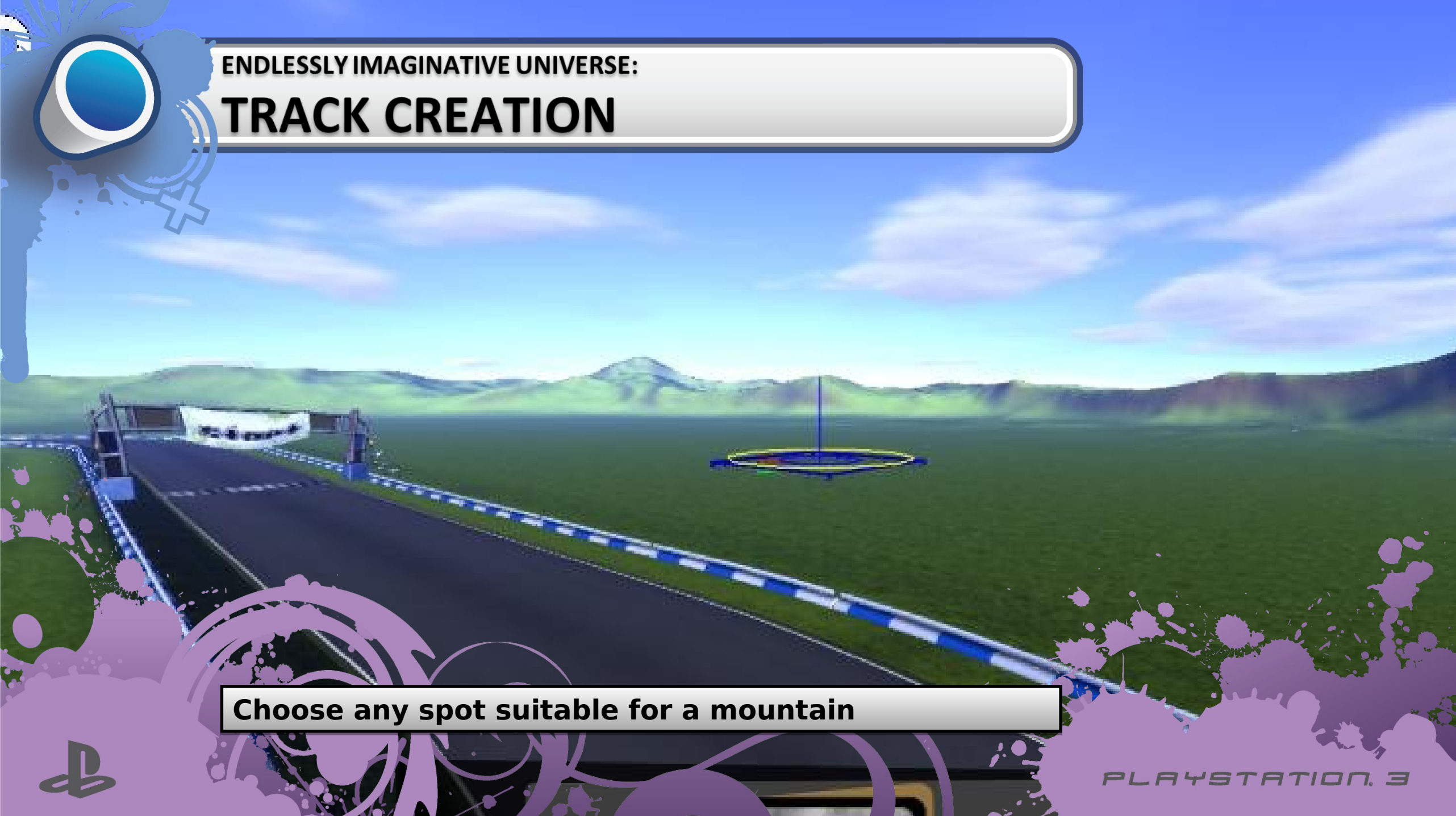
Make whatever world you want with Terrain Tools



PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



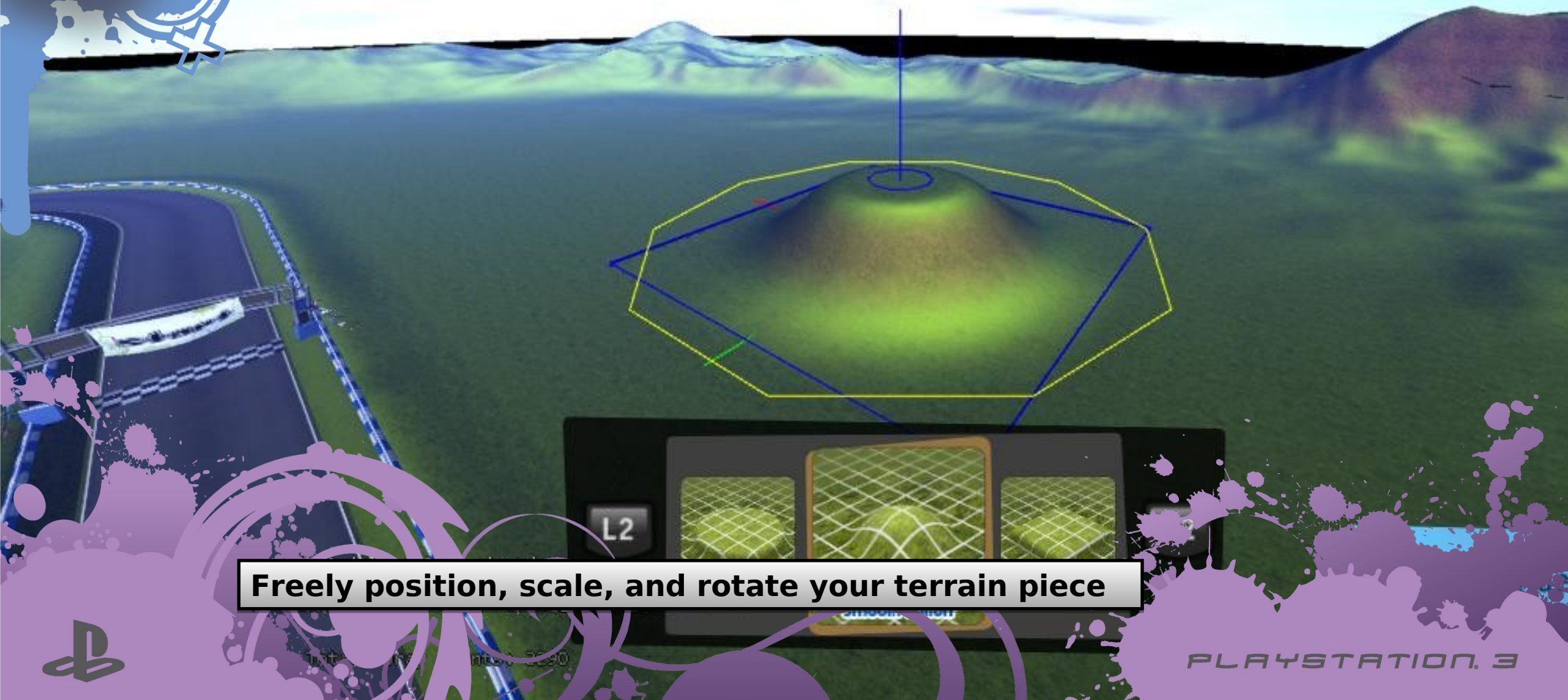
Choose any spot suitable for a mountain



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



Freely position, scale, and rotate your terrain piece



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION

Multiple terrain pieces blend together seamlessly



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ENDLESSLY IMAGINATIVE UNIVERSE: TRACK CREATION



Apply noise brushes to roughen up surfaces



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ENDLESSLY IMAGINATIVE UNIVERSE:

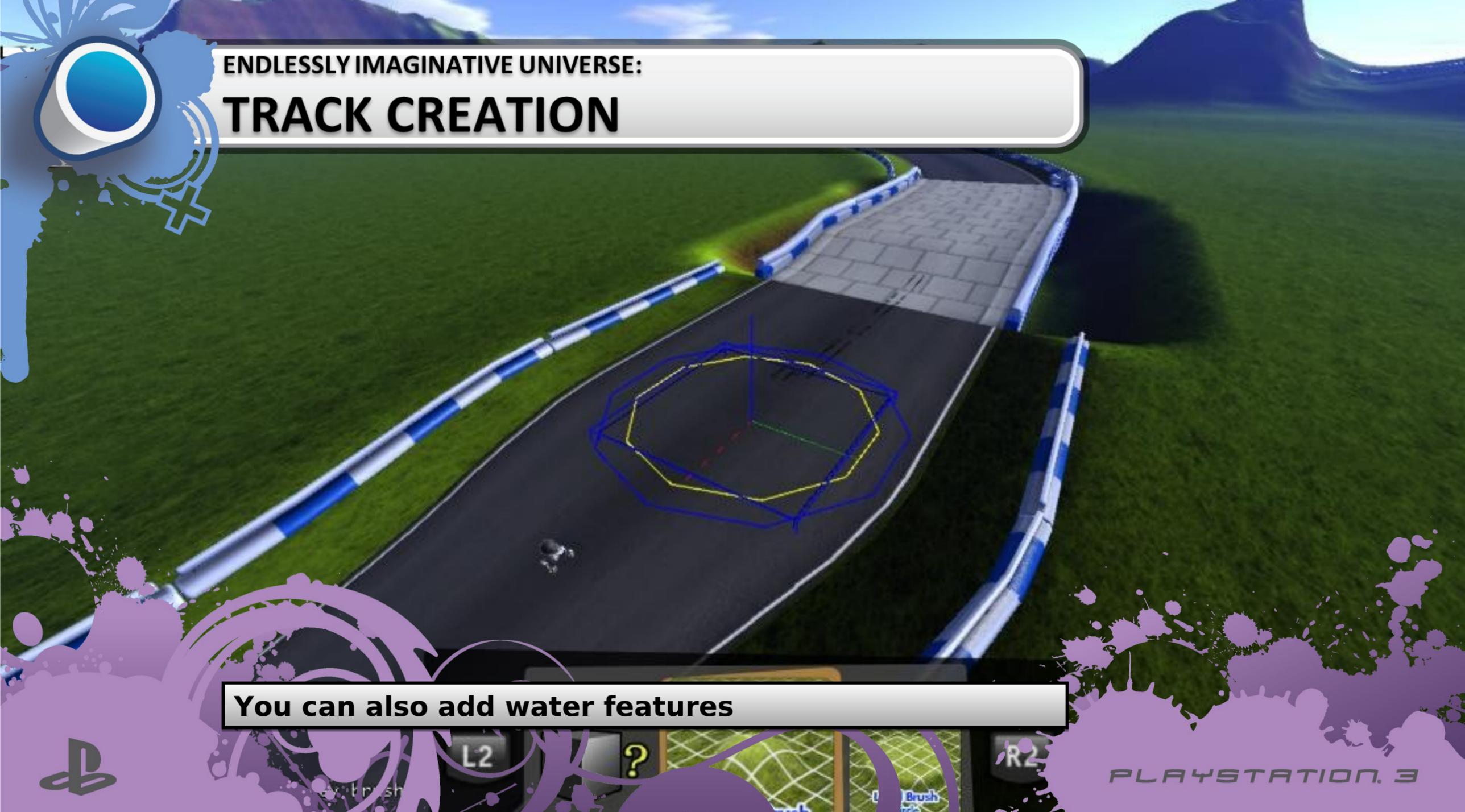
TRACK CREATION



Marvel at your new mountain range



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION

You can also add water features



L2



R2

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ENDLESSLY IMAGINATIVE UNIVERSE:

TRACK CREATION

Drag the cursor wherever you want the water to go



PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Enjoy your new river



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ENDLESSLY IMAGINATIVE UNIVERSE:

TRACK CREATION



Back

Control the overall ambience with Global Tools



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Start with a sunny, clear sky



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



Adjust cloud density and sun angle



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK CREATION



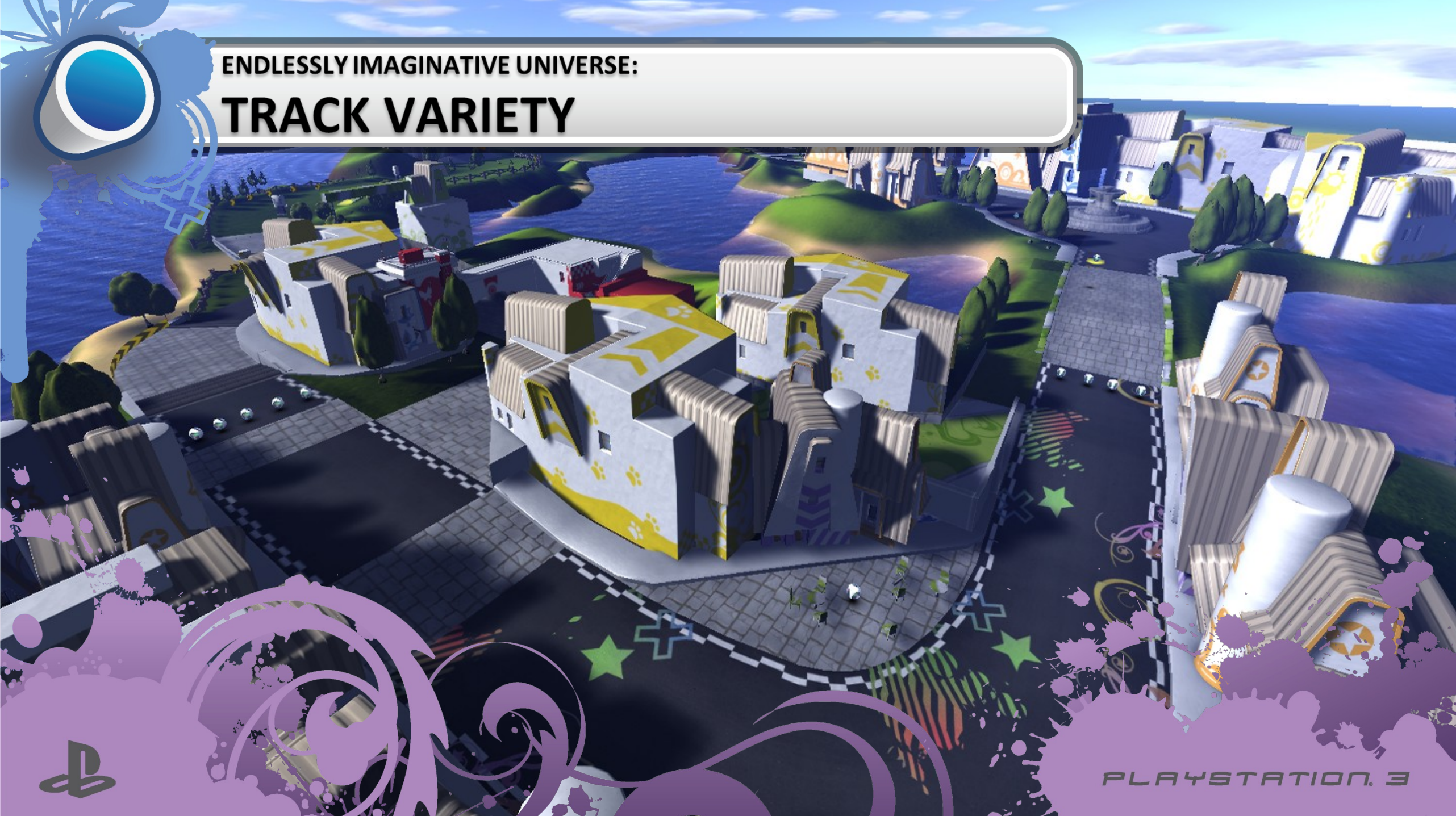
Drive off into the sunset you created



PLAYSTATION. 3



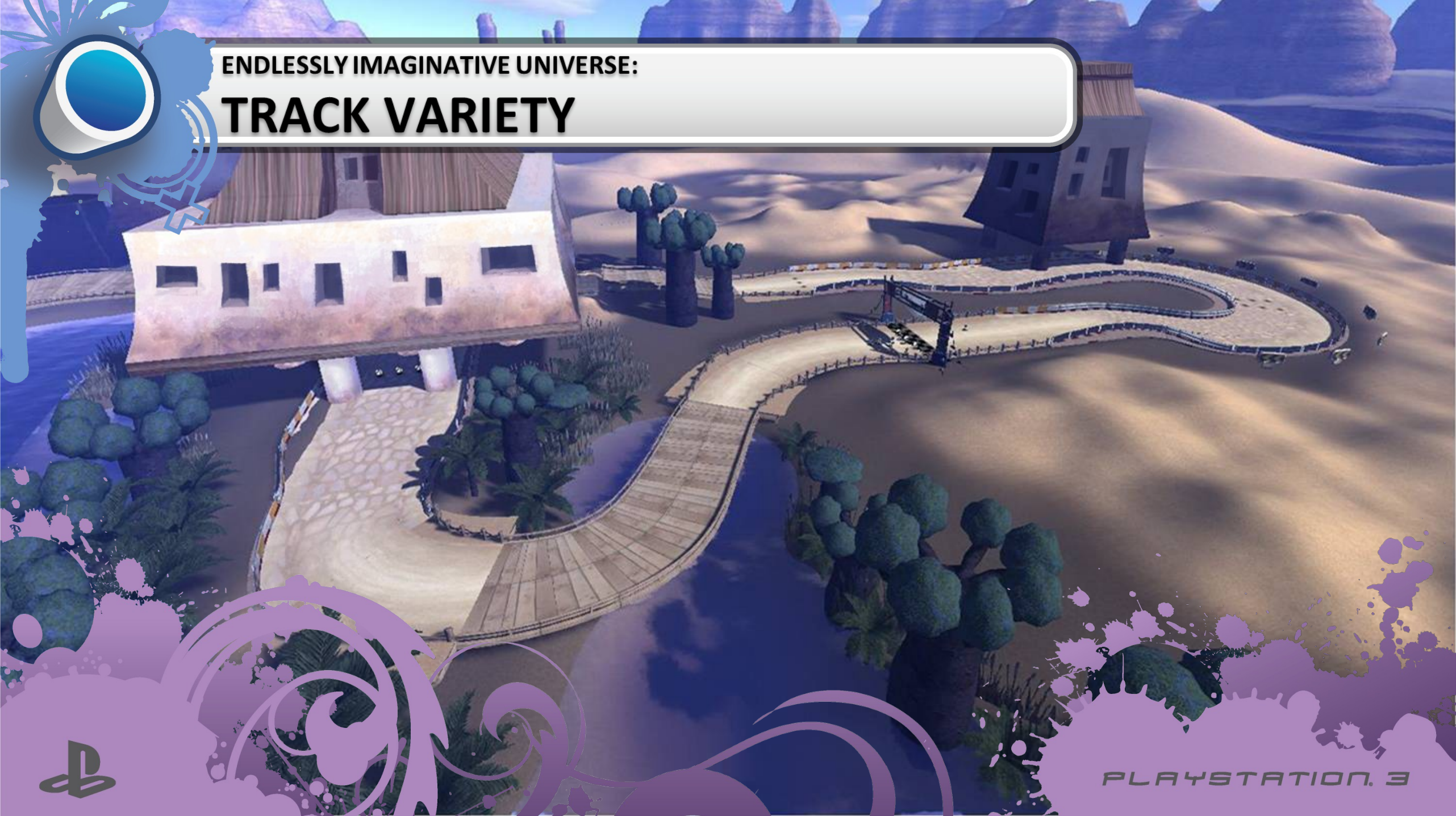
ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK VARIETY



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ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK VARIETY



PLAYSTATION. 3



ENDLESSLY IMAGINATIVE UNIVERSE:
TRACK VARIETY



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share it



BOUNDLESS ONLINE ECOSYSTEM

KARTPARK

Go online and stay online in a 3-D virtual park



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BOUNDLESS ONLINE ECOSYSTEM

PUSH CONTENT



Statue #3

Mod Name: Bob From Hope
Created by: ChadK
Downloads: 21

Close

Top-ranked racers and creations get maximum exposure



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BOUNDLESS ONLINE ECOSYSTEM

SPONSORED EVENTS

T1_TutorialLoop

Num Laps ← 2 →

Speed Fast

Weapons Ladder Auto

AI Racers 7

Difficulty Medium

○ Cancel Race

✕ Start Race

Quickly enter races containing new content and the best user creations



PLAYSTATION. 3

BOUNDLESS ONLINE ECOSYSTEM

DOWNLOADABLE CONTENT

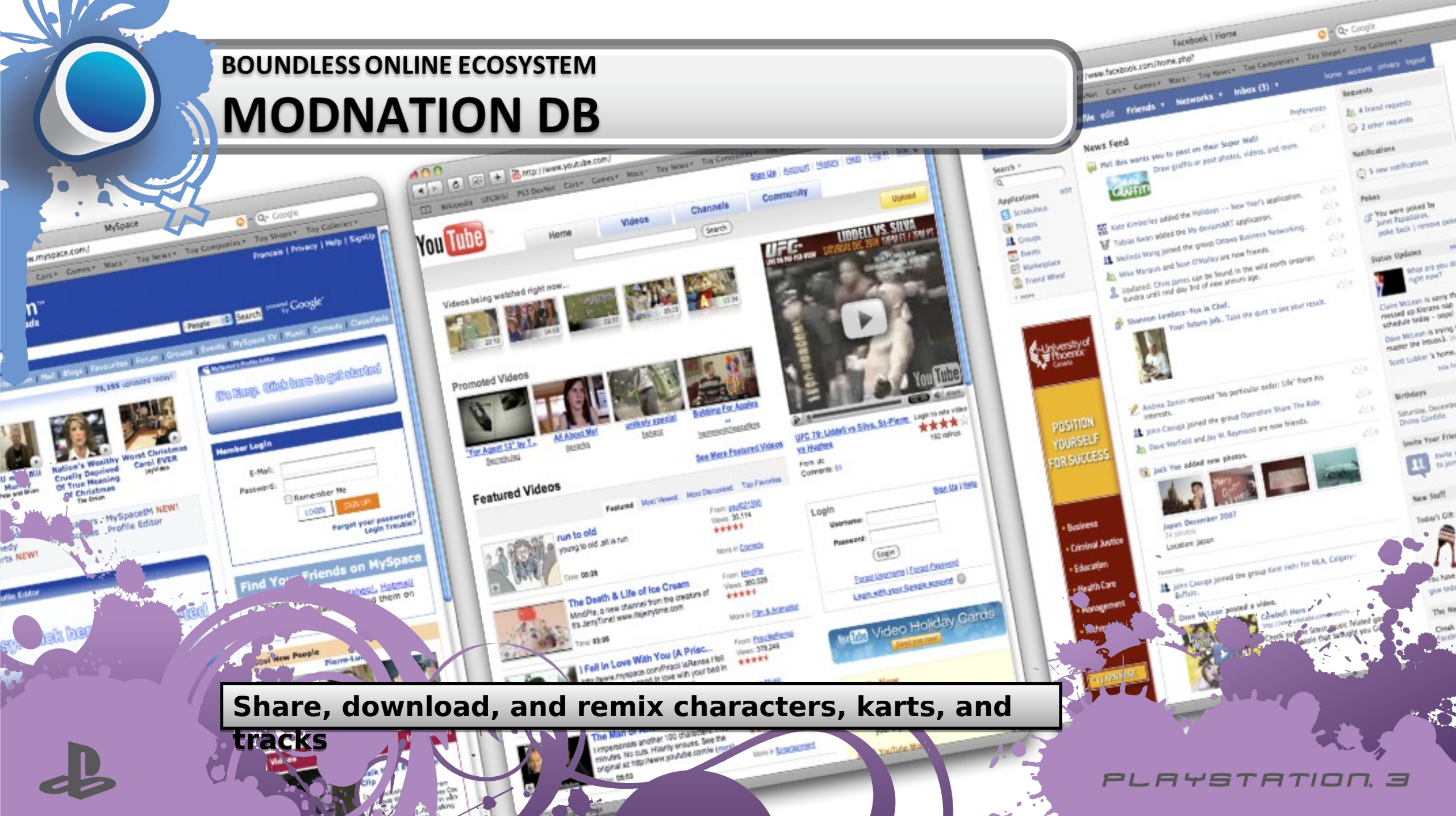


Scheduled releases of new gameplay and art at multiple pricepoints



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BOUNDLESS ONLINE ECOSYSTEM MODNATION DB



Share, download, and remix characters, karts, and tracks

PLAYSTATION 3

BOUNDLESS ONLINE ECOSYSTEM

RATING SYSTEM



What do you think of me?
Am I cool or not?

L1



R1

Five Star Ratings are derived from views, votes, and downloads



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BOUNDLESS ONLINE ECOSYSTEM

KARTPRESS



Sony
Kart

Print your creations on real world 2-D and 3-D merchandise



PLAYSTATION. 3

BUSINESS CASE



PLAYSTATION 3



KART MARKET HISTORY

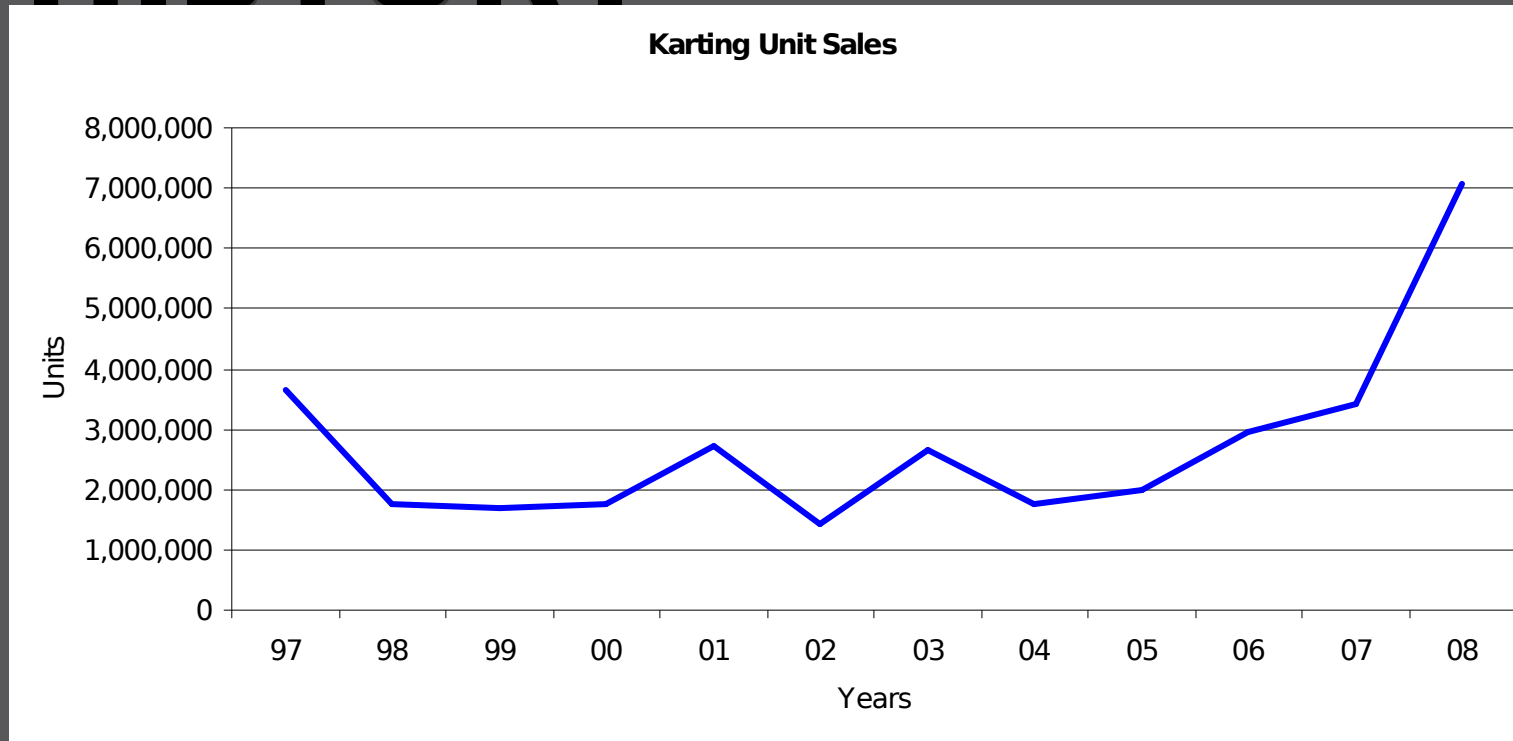
| Year | 1997 | 1999 | 2001 | 2003 | 2003 | 2008 |
|--------|--|--|--------------------|---|--|--|
| Event | N64 Mario and Diddy Kong Kart | Crash Kart PS | GBA Mario Kart | Mario Kart for GameCube | Crash Kart goes Multi-platform | Mario Kart Wii |
| Result | N64 dominant platform for Karting | Brings Karting to PS Platform | Kart goes portable | Weaker sales than N64 titles but still largest Kart title | Sales highest for PS2 | Smashes all previous sales records |
| | Karting Gameplay conventions established | Highest non-Nintendo grossing Kart title | | | Still significant sales on Nintendo properties | Doubles total Kart units sales versus historical |



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KART MARKET HISTORY



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KART MARKET HISTORY

Nintendo Dominates Category:

- **82% of units sold are for Nintendo Platforms**
- **73% of Karting titles are published by Nintendo**
- **Sony and Activision only other publishers with greater than 5% market share**





COMPETITIVE ANALYSIS

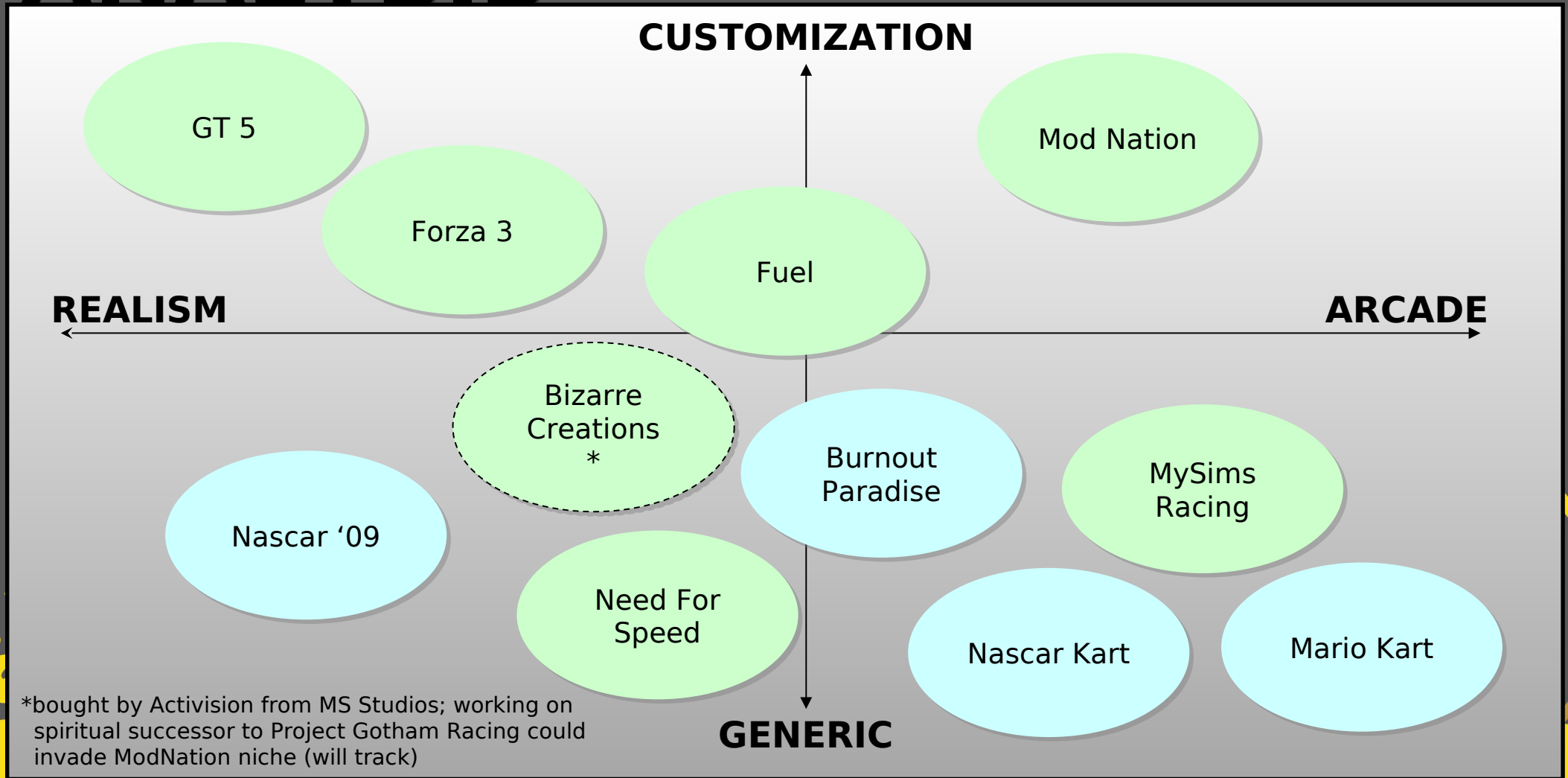
| Title | Platform | Publisher | Release | MetaCritic |
|---|---------------|---------------|------------|------------|
| Mario Kart | Wii | Nintendo | 4/27/2008 | 82 |
| Burnout Paradise | PS3, 360 | EA | 2/6/2009 | 87 |
| NASCAR Kart Racing | Wii | EA | 2/10/2009 | 70 |
| Track Mania | DS | Atlus Co. | 3/17/2009 | |
| Fuel | PS3, 360 | Codemasters | 5/1/2009 | |
| Forza Motorsport 3 | 360 | Microsoft | 5/29/2009 | |
| MySims Racing | Wii, DS | EA | 6/16/2009 | |
| Need for Speed: Shift | PS3, PSP, 360 | EA | 6/30/2009 | |
| Need for Speed: Nitro | Wii | EA | 9/30/2009 | |
| Gran Turismo 5 | PS3 | Sony | 11/1/2009 | |
| Mario & Sonic at the Olympic Winter Games | Wii, DS | Sega | 12/31/2009 | |
| Kart Attack | PS3, 360, PC | Blimey! Games | TBD 2009 | |



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COMPETITIVE ANALYSIS





OPPORTUNITIES

- **RACING**
 - Strong racing engine
 - Credible racing dev team
- **CUSTOMIZATION**
 - Low barrier to entry
 - Depth never seen in this genre
- **PS3 PORTFOLIO**
 - Fills a much needed void
 - Will skew older than LittleBigPlanet
 - Wide demographic appeal





PROJECT SCOPE

- Alpha 08/04/2009
- Beta 09/29/2009



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BUILDING A NEW IP

- **Defining an appealing character and family look:**
 - **Work with Product Development on creating multiple executions**
 - **Focus test executions in SCEA and SCEE territories**
- **Early development of brand style guild based on agreed look/tone**
- **Define and Test Core Consumer Promise**
 - **Focus test THREE CP**
- **Help define leading message points**





MISSION STATEMENT

Race It ... Mod It ... Share It!

***ModNation Racing* will be SCEA's latest creative gaming title.**

It's the kart racing game that *Mario Kart* fans want and PS3 owners need.



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A small icon of a PSP console, tilted slightly, with a white border and a dark screen area.

MODNATION PSP:

FOCUS ON RACING

- **Focus on the Portable Kart Racing Experience**
- **PSP Exclusive “TAG” Mode**
- **Intuitive Pick-up and Play Controls**



PLAYSTATION.3

A small icon of a PSP console, tilted slightly to the right, with a white border and a dark screen area.

MODNATION PSP:

UNIQUE FEATURES

- **Leverage UGC Tracks built on the PS3**
- **Character and Kart Assets**
- **Exclusive PSP Tracks**
- **PSP to PS3 Connectivity for Unlocking Exclusive Content**



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